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KEEP

1666—1916

Celebration of the 250th Anniversary
of the Settlement of the
City of Newark, N. J.

COMPETITION
for
EMBLEM

Committee of One Hundred
Newark, N. J.

In order to obtain an emblem to be used in connection with all the publicity for the coming 250th anniversary of the City of Newark, the Committee of One Hundred herewith announces a competition open to pupils of all the schools in Newark under the following conditions:

1. The design must be executed and completely finished either in black and white or in colors or both by the pupil himself.

2. The design must be adaptable for use on stationery or printed matter and should embody the use of the name "Newark, N. J." and the numerals 1666 and 1916.

3. Designs shall be executed on sheets or cards 9 inches by 12 inches each, and must be in the hands of the judges by September 1, 1915. Each design shall bear no other sign of the author's identity than a distinguishing mark in one corner. Accompanying the design shall be a sealed plain white envelope, which shall

carry on the outside the distinguishing mark of of the competition and no other mark of any description, and shall contain inside, his or her name, address, school and class. The envelopes containing the names will remain sealed until after the judges shall have made the awards. No competitor will be permitted to submit more than one design.

4. The prizes will be as follows:

\$50.00 as first prize

30.00 as second prize


20.00 as third prize

5. The judges of the contest will be as follows:

Mr. Joseph M. Riker

Mr. Harry Durand

Mr. Thomas J. Lintott



An emblem may be a purely arbitrary symbol, the reproduction of some natural object or objects, or the representation of some manufactured product or products in an allusive or allegorical way. The Swastika, employed by many ancient peoples, both in the Eastern and the Western Hemispheres, is an example of the first, the fleur-de-lis, of the Bourbon dynasty in France, an example of the second, and the balance or scales, typifying justice, and widely used to denote judicial authority, is an example of the third. Emblems are frequently devised as trademarks and it is as a sort of trademark of Newark and its celebration that the Committee of One Hundred desires to obtain one in this competition.

The emblem preferably should convey an idea to the beholder and it should be simple in design so that the idea can be readily grasped. It should be capable of effective reproduction on stationery and on printed matter, and in other forms. A study of the meaning of emblems in some good cyclopedia will furnish many suggestions to those who desire to enter the competition.
